

Target Audiences

Based on the research documented for this study, the Fredericksburg Area Tourism group needs to focus its marketing efforts on the following audiences for tourism growth:

1. Leisure Travelers

Primary Target Market (from telephone research):

- Average age: 51
- Adults (slightly more females than males)
- Education: professional with some college education up through graduate school
- Income: \$20,000 – 80,000 household income
- Income target: \$50,000
- Typical travel party size = 2 adults, 1 -2 children
- Travel Party - 67% adults only, 33% traveling with children

2. Geographic Target Markets:

- I-95 North Corridor
 - New Jersey
 - New York
 - Pennsylvania
 - Maryland
 - Connecticut
- Ohio
- Virginia
- California
- Michigan

3. Business Travelers

4. Meeting Planners

5. Group Tour Planners and Group Leaders

6. Overnight travelers on I-95 north and south bound

7. Local Residents

- Family reunions
- Weddings
- VFRs (visiting friends and relatives)

8. Niche Markets (golf, sports, history enthusiasts, etc.)